

Program Description/Textbook or Print Instructional Material

Vendor: Thomson Learning/South-Western Web Address: www.swep.com
 Title: Business 2000 Advertising Module
 Author: Townsley Copyright: 2001
 ISBN: 0-538-69871-3 Course/Content Area: Vocational and Career
Education; Marketing Program; Advertising Services
 Intended Grade or Level: 9-12 Readability Level: Learner Guide 10.4 (Flesch Kincaid)
 List Price: 370.95 Lowest Wholesale Price: 275.00

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance It is not financially feasible for our products to meet Level One at this time.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content

- The design, examples, exercises, and photos included in the Business 2000 modules will be appropriate for both the secondary and post secondary markets.
- Business math, communications, international features, and career awareness are incorporated for reinforcement and review.
- Dedicated website provides activities and links for each chapter.

Student Experiences

- Checkpoints are incorporated to assure student comprehension.

Assessment

Business 2000: Advertising is a new way to introduce principles and concepts of advertising. The user is provided with information on the power of advertising, the advertising industry, analyzing your customer, preparing campaign ads, and more. For review and reinforcement, critical-thinking exercises, vocabulary building, business math, and communications activities have been incorporated into each chapter. With features on ethics, international business, technology, and career awareness, Business 2000: Advertising will fulfill your needs!

Organization

Chapter 1- The Power of Advertising, Chapter 2- The Advertising Industry, Chapter 3- Analyze Your Customers, Chapter 4- Plan Your Advertising Campaign, Chapter 5- Create Your Advertisement, Chapter 6- Place Your Advertisement

Resource Materials

Gratis Items To Be Provided And Under What Conditions

Available Ancillary Materials

Advertising Learner Guide (0-538-69870-5)

Advertising Learner Guide 25 Pack (0-538-69916-7)

RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS

DISCLAIMER: The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

NOTE: *Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate “not available” in the space.*



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: Business 2000 Advertising Module		Cost: \$ 275.00	
Publisher: Thomas Learning/South Western			
Item Evaluated: Learning Module			
Copyright Date: 2001		Evaluator: Victoria Rollins	
Content Level: 9-12		Date of Evaluation: 7/30/03	
Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:	
<input checked="" type="checkbox"/>	Recommended by reviewers to State Textbook Commission
<input type="checkbox"/>	Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: Business 2000 Advertising Module		Publisher: Thomas Learning/South Western	
Technology Management Summary Data:	20 possible points	____20____ points earned	
<p>Technology Management Comments: The Exam View CD enables the teacher to quickly create and customize printed tests, Internet tests, computer (LAN-based) tests and keeps a record of student performance. The video clips relate to each chapter's content.</p>			
Technology Presentation/Interface Summary Data:	40 possible points	____36____ points earned	
<p>Technology Presentation/Interface Comments: The instructor's resource CD provides multiple student activities. Also, included are worksheets, lesson plans, PowerPoint slides, and video discussion guide. Video lacks presentation to attract student interest. Video Needs updating.</p>			
Content Summary Data:	44 possible points	____39____ points earned	
<p>Content Comments: Each chapter highlights careers in advertising, provides group and/or individual activities, communication and math connections, world view connections, and application exercises. Small section highlights regulations and ethics in advertising. Content area emphasis is mainly advertising.</p>			
Instruction & Management Summary Data	52 possible points	____50____ points earned	
<p>Instruction & Management Comments: Activities in each chapter provide opportunities for cross-curricular reinforcement of lesson concepts. Checkpoint questions with each lesson are provided to assist with reading and to assure students are grasping concepts.</p>			
Organization & Structure Summary Data	36 possible points	____32____ points earned	
<p>Organization & Structure Comments: Key terms are highlighted in red. Few charts, graphs, and models were found. Reviewer did not find any illustrations reflecting disabilities.</p>			
Resource Material Summary Data	40 possible points	__36____ points earned	
<p>Resource Material Comments: Web site B2000.swep.com provides activities and links for each chapter. Resource materials include multiple teaching strategies for each chapter. Technology exercises in Excel, PowerPoint, Word and Internet is provided. Integration across the curriculum is found.</p>			



Group V - Career /Technical & Vocational/Practical Living

Electronic Instructional Media Review Form

Stand Alone/Independent or Integrated Software for Marketing



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost _____
Windows	Primary	Individual	Stand Alone/Independent	____x____ single copy _____ site license
Macintosh	Intermediate	Small Group	Integrated	_____ network version _____ school version
CD-ROM	Middle	Large Group	Supplemental	____lab pack of ____ copies _____ online
DVD	High		In lieu of basal test	
Sound				
Other				

If other, explain

Type of Software: Check all that apply	____Simulation	____x____Management	____Interdisciplinary	____x____Problem Solving	____Tutorial
____Exploratory	____Creativity	____x____Drill and Practice	____Critical Thinking	____Utility	____x____Other: Teacher's Resource

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	4
Allows students to exit and resume at a later time.	4
Keeps a students performance record, where needed.	4
Allows control of various aspects of the software (e.g., turning sound off).	4
Allows for printed reports.	4
Comments: The Exam View CD enables the teacher to quickly create and customize printed tests, Internet tests, computer (LAN-based) tests and keeps a record of student performance. The video clips relate to each chapter's content.	Total 20

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	3
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	2
Accessible for special needs students.	3
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	4
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	4
Comments: The instructor's resource CD provides multiple student activities. Also included are worksheets, lesson plans, PowerPoint slides, and video discussion guide. Video lacks presentation to attract student interest. Video needs	Total 36

Content—Marketing	Rating
Career Experiences	4
Employability Skills	4
Teamwork	4
Global Perspective	4
Mathematical Skills	4
Communication	4
Diversity	2
Ethical Practices	2
Academic Integration	4
Real World Application	4
Content Area Concepts Addressed	3
Comments: Each chapter highlights careers in advertising, provides group and/or individual activities communication and math connections, world view connection, and application exercises. Small section highlights regulations and ethics in advertising. Content area emphasis is mainly advertising.	Total 39

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Business Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) “like” Assessment is provided	3
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	3
Comments: Activities in each chapter provide opportunities for cross-curricular reinforcement of lesson concepts. Checkpoint questions with each lesson are provided to assist with reading and to assure students are grasping concepts.	Total 50

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	2
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	3
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	4
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	3
Comments: Key terms are highlighted in red. Few charts, graphs, and models were found. Reviewer did not find any illustrations reflecting disabilities.	Total 32

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	3
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	3
Integration opportunities suggested and examples given.	4
Teacher resources are available online.	4
Online resources available – Repeat of information in text.	2
Online resources available – Practice skills only.	4
Online resources available – New application materials.	4
Comments: Web site b2000.swep.com provides activities and links for each chapter. Resource materials include multiple teaching strategies for each chapter. Technology exercises in Excel, PowerPoint, Word and Internet are provided. Integration across the curriculum is found.	Total 36

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable